

GENDER LINGUISTICS AND SPEECH PRACTICES IN THE RUSSIAN LANGUAGE: LINGUISTIC FEATURES, STEREOTYPES, AND MEDIA DISCOURSE

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Abstract: This article explores gendered aspects of the Russian language, analyzing linguistic features of male and female speech, speech stereotypes, ethics, and speech aggression in media contexts. Drawing on contemporary studies in sociolinguistics, pragmatics, and media discourse, the paper examines the social, cultural, and cognitive mechanisms shaping gendered communication. Special attention is paid to differences in lexical, syntactic, and pragmatic features of speech, the role of stereotypes in shaping public perception, and the ethics of language use in mass media.

Keywords: gender linguistics, Russian language, speech practices, speech stereotypes, media discourse, speech aggression, ethics, male and female speech.

Introduction: Gender linguistics investigates the intersection between language and gender, focusing on how societal norms and expectations influence speech practices. In the Russian context, linguistic gender is shaped by both grammatical structures (gendered nouns, pronouns, and adjectives) and sociocultural conventions. Contemporary research emphasizes that male and female speech differs not only in linguistic form but also in pragmatic strategies, interactional patterns, and media representation.

Media and digital communication intensify the manifestation of speech stereotypes and aggression, making it critical to study how language constructs, reinforces, or challenges gendered norms. Understanding these patterns has implications for sociolinguistics, gender studies, and media ethics.

1. Linguistic Features of Male and Female Speech in Russian, Lexical Differences

Research shows that women often use a richer emotive lexicon, diminutives, and intensifiers, while men tend to use neutral, assertive, or technical vocabulary. For example:

- Feature Female Speech Male Speech, intensifiers очень, супер, просто ну, типа, конкретно
- Diminutives кошечка, книжечка rarely used
- Emotive vocabulary счастье, радость, мило сила, власть, борьба

Syntactic and Pragmatic Patterns- Female speech: longer sentences, hedging ("кажется", "наверное"), tag questions, polite forms.

Male speech: shorter, direct sentences, imperatives, less frequent use of polite markers.

Prosodic and Paralinguistic Features- Women generally use a wider pitch range, rising intonation for emphasis, and more expressive stress patterns. Men often exhibit lower pitch, monotone delivery, and assertive intonation. Speech Stereotypes and Social Perception- Gender Stereotypes in Language Use. Speech stereotypes influence perception:

- Women are often expected to be polite, nurturing, and collaborative.
- Men are expected to be assertive, authoritative, and concise.
- These expectations affect both spoken and written forms, shaping social interactions and media representations.

Impact of Stereotypes in Media- Media discourse often exaggerates gender differences to attract audiences, reinforcing stereotypes. Examples include:

- Female anchors using softening devices, emotive phrases.
- Male anchors using assertive vocabulary and minimal hedging.
- Such portrayals affect public perception of authority, credibility, and competence based on gendered speech.

3. Ethics and Speech Aggression in Media Discourse. Forms of Speech Aggression

Speech aggression in media includes- Insults, slander, and offensive vocabulary

Derogatory humor and sarcasm, Gendered criticism or stereotyping, Women in media often face heightened verbal aggression and criticism based on appearance, voice, or linguistic style. Men encounter aggression in contexts challenging authority or expertise. Ethical Considerations. Ethical principles of media communication require- Avoiding gendered stereotypes in news and commentary, Monitoring speech for offensive or aggressive patterns, Promoting balanced representation and respectful discourse, Gender linguistics provides tools to analyze and reduce bias in media content.

Digital and Media Spaces: New Challenges. Online communication intensifies both speech stereotyping and aggression- Social media amplifies aggressive commentary toward women (e.g., trolling, harassment). Male speech online often mirrors assertive or confrontational patterns. Linguistic markers of aggression, sarcasm, and irony are more visible and measurable in digital corpora.

Computational tools (corpus analysis, sentiment analysis, and discourse analysis) enable researchers to quantify gendered language patterns and identify ethical risks in media communication. Conclusion- Gender linguistics in Russian reveals significant differences in lexical, syntactic, and pragmatic features of male and female speech. Media and digital spaces amplify stereotypes and speech aggression, making ethical considerations critical. Understanding gendered communication patterns helps improve social perception, reduce bias, and promote ethical standards in media discourse. Corpus and digital studies offer powerful methods for systematic analysis of these phenomena.

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